



# Overcome key CX transformation challenges and empower your associates to drive bottom-line results



# 70%

Customer experience (CX) is a top business priority. **But 70% of all CX transformations fail due to employee resistance.\***

Expectations for CX are higher than ever. To meet these heightened customer demands, retailers are investing valuable resources into CX transformation. The problem is, with traditional communications and training methods, most retailers aren't able to effectively drive alignment and train associates to develop the knowledge and behaviors employees need to successfully execute. So, their efforts fall flat.

Axonify's personalized and adaptive approach to changing associate behavior addresses key challenges by connecting your workforce with the information and resources they need to become masters of CX.

**Engaging your workforce is difficult.** Store managers can introduce inconsistencies when relaying messages from leadership. Without the tools for leaders to communicate directly with individuals or the entire organization in real time, it's impossible to get everyone on the same page.

**Associates have a lot to remember.** Intense onboarding and one-off training sessions that don't continuously reinforce job-critical concepts lead to forgetting.

**Bad habits form over time.** When the wrong behaviors go unchecked, they develop into bad habits that end up costing the business.

**The modern workforce is diverse and dynamic.** Supporting an increasingly diverse workforce across store locations made up of full-time, part-time and seasonal associates with high churn rates is challenging, but necessary.

**Imagine how powerful it would be if you could meet with each associate before every shift. You could:**

**Communicate** updates, such as new products or merchandising plans, and answer any job-specific questions associates might have.

**Remind them what's important** and identify and correct the wrong behaviors to increase productivity and brand consistency.

**Improve engagement** with personalized and fun content.

**Drive measurable results** to achieve KPI targets, like increased basket size, improved CSAT, NPS and more.

\*Avoiding the seven deadly sins of customer-experience transformations, McKinsey & Company, April 2017.

# Discover how leading retailers are empowering their associates to deliver the best CX—and bottom-line results—with Axonify

To get the business results you want, you need to be able to change associate behaviors—at scale. Industry leaders are accomplishing this by partnering with Axonify to engage their workforce on a daily basis to develop the specific knowledge associates need to excel at their jobs.



Powerhouse home décor retailer, At Home, re-brands and boosts sales.

**98%** participation in platform

**90%** decrease in employee onboarding time

 increase sales in stores with higher knowledge

“Being able to connect our people—to the tools, vision, mission and each other—has prepared our team members and ensured we deliver on business goals to our shareholders as well.”

**VALERIE DAVISSON, CHIEF PEOPLE OFFICER**



Daily training of 10,000+ associates blooms into millions in savings each year.

**90%** participation in platform

**86.6%** employees reported an increase in job confidence

**\$2.2M** savings per year

“We were not only able to deliver effective training, but more importantly, we were able to finally see, down to the associate level, who was really understanding and demonstrating knowledge on the job. Implementing Axonify was the smartest thing I had done in a long time.”

**CHAD MCINTOSH, VP ASSET PROTECTION AND RISK MANAGEMENT**



Northgate González Market realizes savings of \$500,000+ in just 12 months.

**75%** decrease in onboarding time

**68%** reduction in safety incidents

**\$585K** savings within 12 months

“We use the broadcast messaging feature to let associates know about store events and important news. I used to have to go around to see everyone personally to relay the message. Axonify messaging saves me two to three hours every day.”

**MAGALI ANDRIO, HUMAN RESOURCE MANAGER**

## Are you ready to get your associates to successfully execute your CX strategy?

With Axonify, you do more than train people. You drive business results with a personalized learning experience that fits into the workflow, only takes a few minutes per day, and ingrains the knowledge people need to achieve your business goals.